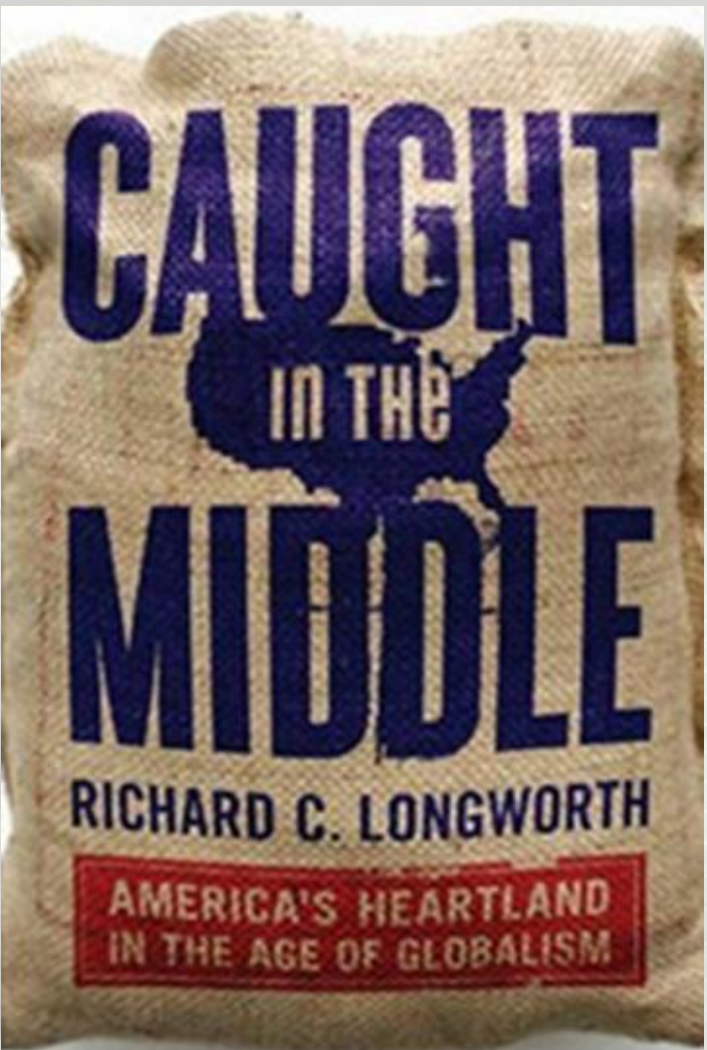


Richard C. Longworth



Longworth Biography

- Richard Longworth is a **senior fellow at the Chicago Council on Global Affairs** and Distinguished Visiting Scholar at DePaul University. He is the author of the book, *Caught in the Middle: America's Heartland in the Age of Globalism*, published in 2008 by Bloomsbury USA, now out in paperback. He writes and hosts the blog, "The Midwesterner," on the website of the Chicago Council's Global Midwest Initiative, at www.globalchicago.org.
- Longworth joined the Council in 2003 as executive director of its Global Chicago Center after a career in journalism, most recently as **senior correspondent for the Chicago Tribune**. For 20 years, Longworth was a foreign correspondent for the Tribune and United Press International and was the Tribune's Chief European Correspondent. **He has reported from 75 countries on five continents.**
- Longworth is the **author of *Global Squeeze***, one of the first books on globalization, and of a MacArthur Foundation report, "Global Chicago," which led to the foundation of the Global Chicago Center. He is co-author of a book, also called *Global Chicago*, published by the University of Illinois Press. **His new book, *Caught in the Middle***, describes the impact of globalization on the Midwest. He has been an adjunct professor in international relations at Northwestern University and a regular lecturer at Columbia University and is a mentor at the Harris School at the University of Chicago.
- Longworth, an Iowa native, graduated from Northwestern and won NU's Alumni Merit Award in 2000. He was a Nieman Fellow at Harvard, won the Overseas Press Club award twice, for series on globalization and the UN, and was twice a finalist for the Pulitzer Prize, in 1980 and 2003. **He also has won every major national award for economic reporting**, plus the Lowell Thomas award for a story on a camel trek through the Sahara Desert. He is a member of the Council on Foreign Relations in New York, has been a speaker at the Davos conferences and for five years was a mentor to **StreetWise**, Chicago's newspaper for the homeless.



Caught in the Middle: America's Heartland in the Age of Globalism

Goals for this Session

- **Summarize What Longworth Is Saying**
- **What does this book mean to our communities in LaPorte County?**
- **What is our Call to Action?**

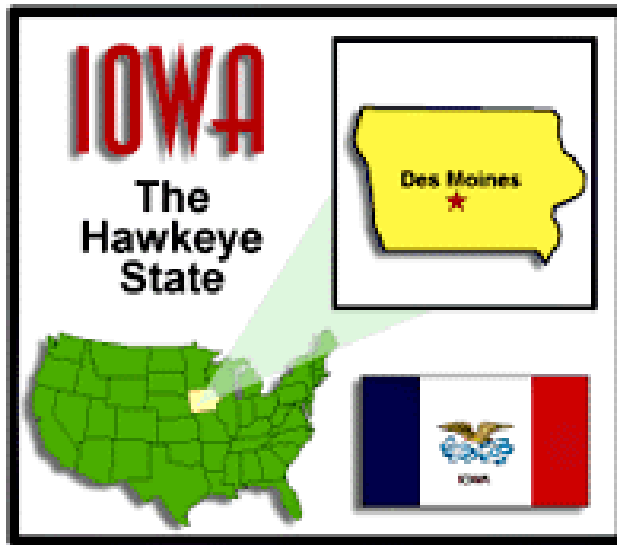
Problem Areas - Minnesota



Population	5,220,393
Square Miles	79,610
College Educated	27.4%
Unemployment Rate	7.4%
# of Counties	87
# of Farms	81,000
Avg Size Farm	332 acres
Avg Age of Farmers	55
% of Mfg Jobs	11.1% (-.93%)
% of Minority	14.6%

Numbers in parentheses indicates manufacturing job loss percentage from Dec. 2008 to Dec. 2009.

Problem Areas – Iowa



Population	3,002,555
Square Miles	55,869
College Educated	21.2%
Unemployment Rate	6.6%
# of Counties	99
# of Farms	92,600
Avg Size Farm	331 acres
Avg Age of Farmers	56
% of Mfg Jobs	13.8% (-.96%)
% Minority	9.7%

Numbers in parentheses indicates manufacturing job loss percentage from Dec. 2008 to Dec. 2009.

Problem Areas - Missouri



Population	5,911,605
Square Miles	68,886
College Educated	21.6%
Unemployment Rate	9.6%
# of Counties	114
# of Farms	108,000
Avg Size Farm	269 acres
Avg Age of Farmers	57
% of Mfg Jobs	9.6% (-,44%)
% Minority	17.9%

Numbers in parentheses indicates manufacturing job loss percentage from Dec. 2008 to Dec. 2009.

Problem Areas - Wisconsin



Population	5,627,967
Square Miles	54,310
College Educated	22.4%
Unemployment Rate	8.7%
# of Counties	72
# of Farms	78,000
Avg Size Farm	195 acres
Avg Age of Farmers	55
% of Mfg Jobs	16.1% (-.08%)
% Minority	14.9%

Numbers in parentheses indicates manufacturing job loss percentage from Dec. 2008 to Dec. 2009.

Problem Areas - Michigan



Population	10,003,422
Square Miles	56,804
College Educated	21.8%
Unemployment Rate	14.6%
# of Counties	83
# of Farms	55,000
Avg Size Farm	182 acres
Avg Age of Farmers	54
% of Mfg Jobs	11.8% (-1.64%)
% Minority	22.5%

Numbers in parentheses indicates manufacturing job loss percentage from Dec. 2008 to Dec. 2009.

Problem Areas - Illinois



Population	12,901,563
Square Miles	55,584
College Educated	26.1%
Unemployment Rate	11.1%
# of Counties	102
# of Farms	75,900
Avg Size Farm	352 acres
Avg Age of Farmers	56
% of Mfg Jobs	10.2% (-.80%)
% Minority	35.3%

Numbers in parentheses indicates manufacturing job loss percentage from Dec. 2008 to Dec. 2009.

Problem Areas - Ohio



Population	11,485,910
Square Miles	40,948
College Educated	21.1%
Unemployment Rate	10.9%
# of Counties	88
# of Farms	75,700
Avg Size Farm	188 acres
Avg Age of Farmers	56
% of Mfg Jobs	12.1% (-1.26%)
% Minority	17.5%

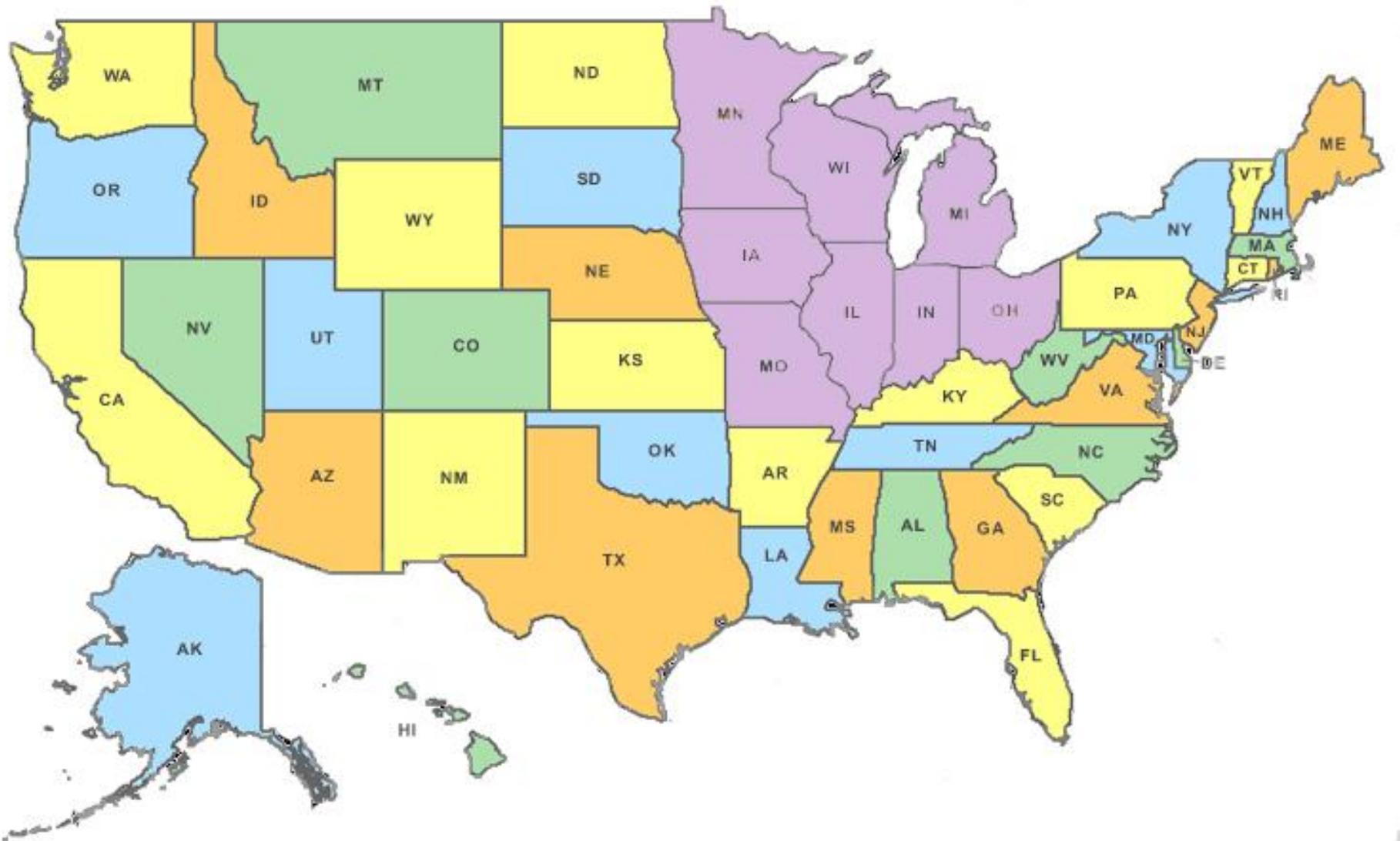
Numbers in parentheses indicates manufacturing job loss percentage from Dec. 2008 to Dec. 2009.

Problem Area - Indiana



Population	6,376,792
Square Miles	35,867
College Educated	19.4%
Unemployment Rate	9.9%
# of Counties	92
# of Farms	61,000
Avg Size Farm	243 acres
Avg Age of Farmers	53
% of Mfg Jobs	15.8% (-1.26%)
% Minority	16.8%

Numbers in parentheses indicates manufacturing job loss percentage from Dec. 2008 to Dec. 2009.

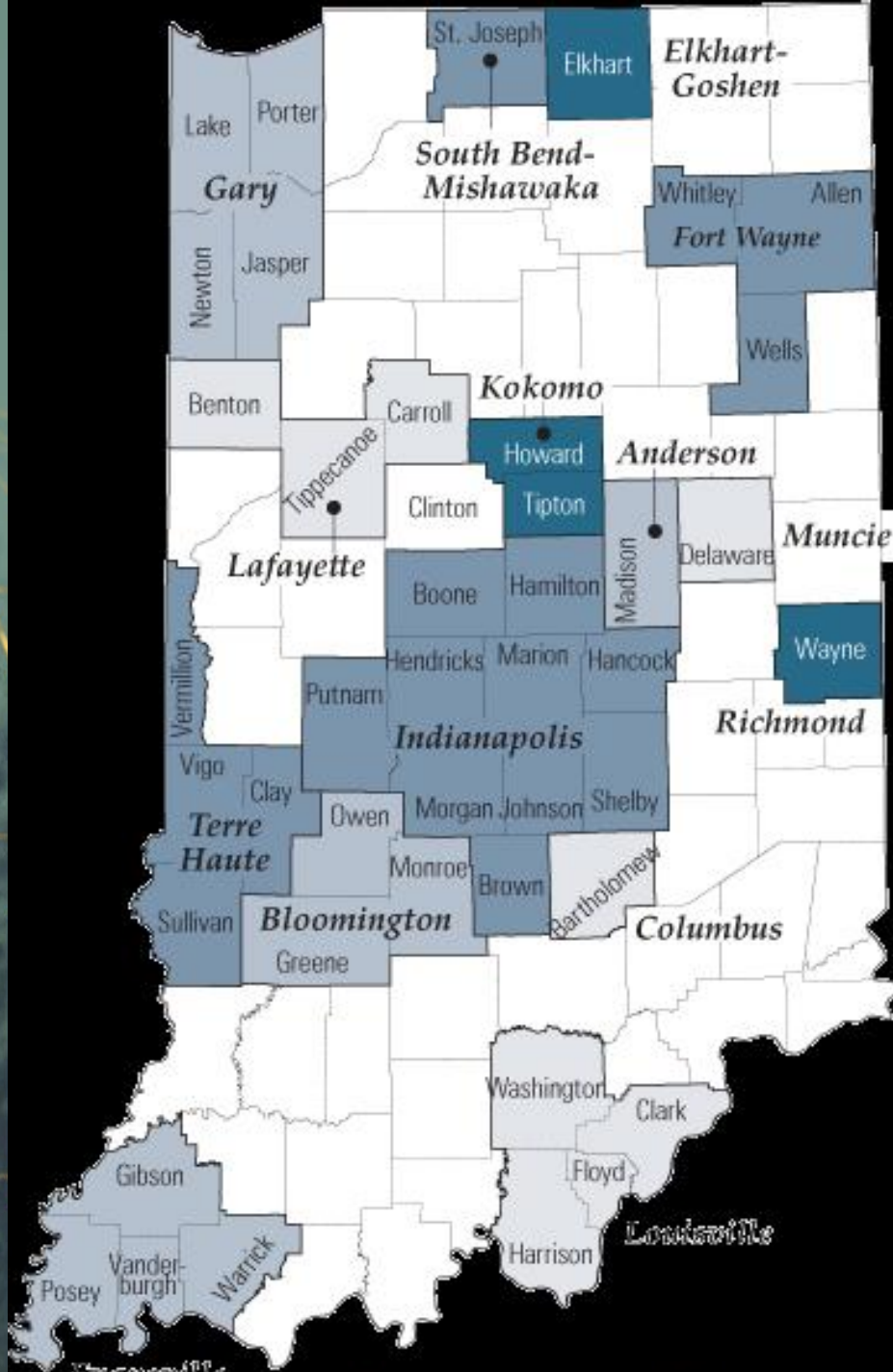


	MN	IA	MO	WI	MI	IL	OH	IN
Population	5,220,393	3,002,555	5,911,605	5,627,967	10,003,422	12,901,563	11,485,910	6,376,792
Sq Miles	79,611	55,869	68,886	54,310	56,804	55,584	40,948	35,867
College Educated	27.4%	21.2%	21.6%	22.4%	21.8%	26.1%	21.1%	19.4%
% Unemploy	7.4%	6.6%	9.6%	8.7%	14.6%	11.1%	10.9%	9.9%
# Counties	87	99	114	72	83	102	88	92
# Farms	81,000	92,600	108,000	78,000	55,000	75,900	75,700	61,000
Avg Farm Size	332 acres	331 acres	269 acres	195 acres	182 acres	352 acres	188 acres	243 acres
Avg Age Farmer	55	56	57	55	54	56	56	53
% Mfg Jobs	11.1% (-93%)	13.8% (-96%)	9.6% (-.44%)	16.1% (-.08%)	11.8% (-1.64%)	10.2% (-.80%)	12,1% (-1.26%)	15.8% (-1.26%)
% Minority Population	14.6%	9.7%	17.9%	14.9%	22.5%	35.3%	17.5%	16.8%

*** - Illinois 4th largest mfg state; Ohio 3rd largest mfg state**

Numbers in parentheses indicates manufacturing job loss percentage from Dec. 2008 to Dec. 2009.

Change in Employment in Indiana



Change in Employment from Oct. 2008-Oct. 2009

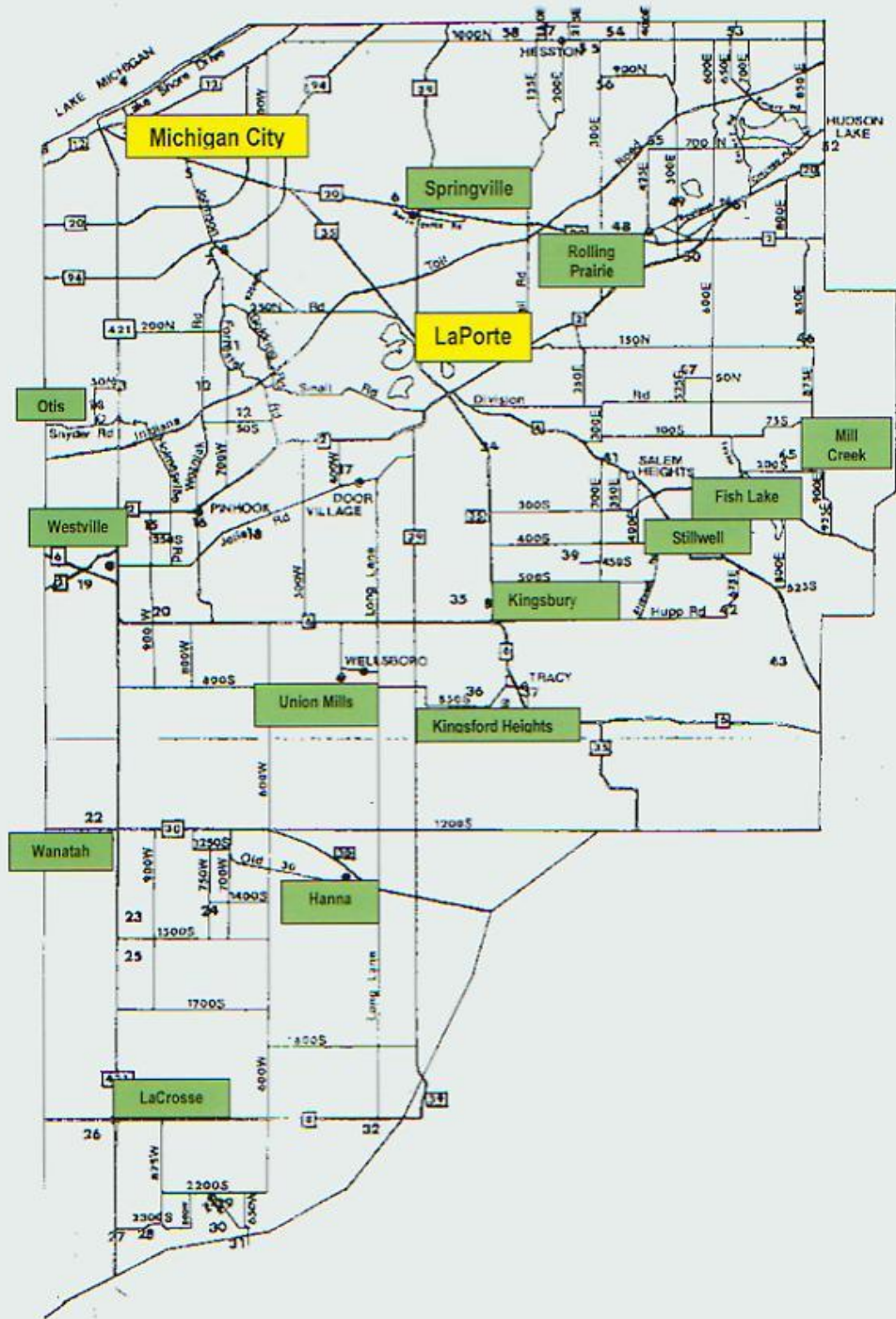
- 8.0% to -11.0%
- 7.0% to -7.9%
- 6.0% to -6.9%
- 5.0% to -5.9%



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2.6 2.6

LaPorte County



What are the Challenges Longworth Describes?

SWOT Analysis

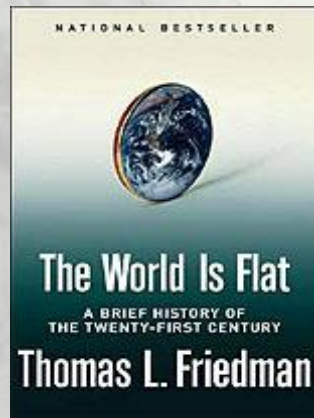
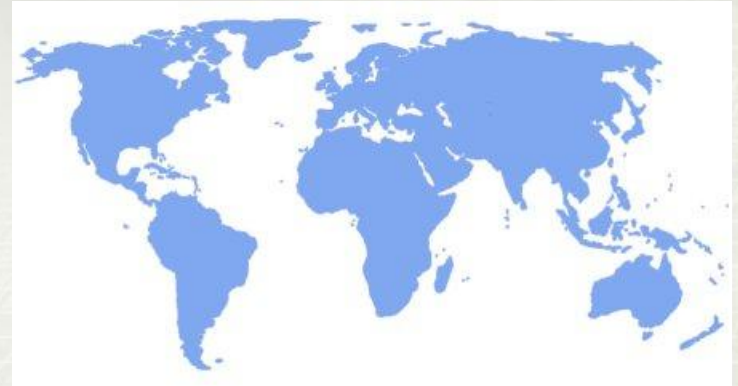
- Strengths
- Weaknesses
- Opportunities
- Threats

Globalization

The World Is Flat: A Brief History of the Twenty-First Century

by

Thomas Friedman



Growing Employment in Japan, China & Mexico



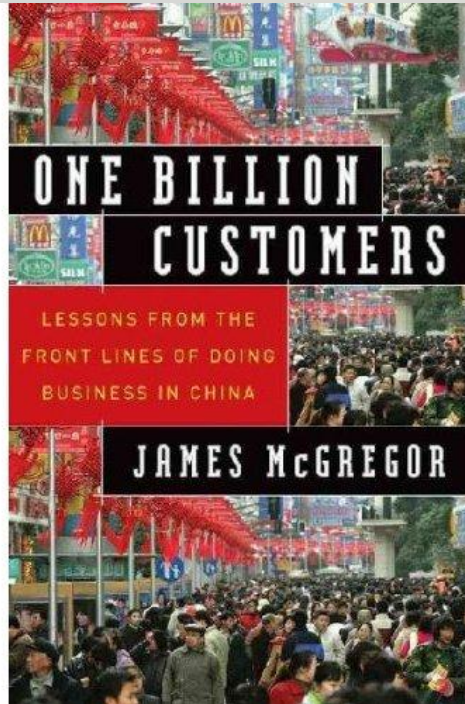
Why Move to Asia & Mexico?

Companies can find:

- Employees with the **SAME SKILLS**
- Employees doing the **SAME JOBS**
- Employees making **LOWER WAGES**
- Strike tactic has little or no impact



Challenges



***One Billion Customers:
Lessons from the Front
Lines of Doing Business
in China***
by
James McGregor

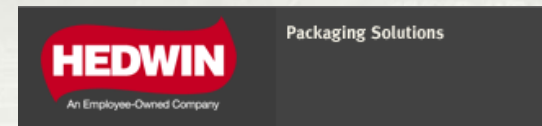
Job Loss in Midwest States

Location	Company	Job Loss
Janesville, Wisconsin	General Motors	2,500 jobs
Greenville, Michigan	Electrolux	2,700 jobs
Newton, Iowa	Maytag	3,800 jobs
Anderson, Indiana	GM; New Venture Gear	5,500 jobs
Dayton, Ohio	Delphi & NCR	20,000 jobs

Total number of U.S. jobs lost since 2007 – 8.4 million (*Bureau of Labor Statistics*)! Five percent of all employed have more than one job.

Problems

Erosion of Manufacturing Base



Challenges

Switch to Lower Paying Service-Oriented Jobs



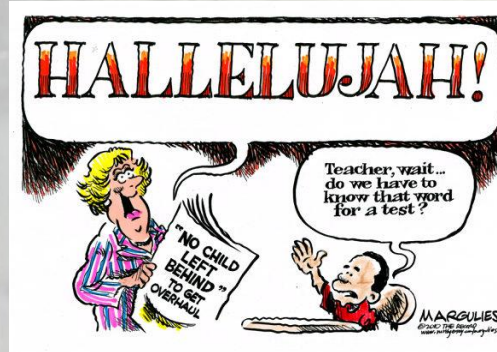
Agricultural Changes



- Larger Farming Operations**
- *175,000 farms produce most of our food today.*
 - *The future – 25,000-30,000 farms produce all of our food.*



Falling Behind in Education



Stop Silo Mentality

Challenges



What should we do?

So, we need to think about:

- *Change*
- *Do Midwest towns and cities have a future?*
- *Does LaPorte County have a future?*
- *Agricultural and Industrial Economy*
- *What do we do best?*
- *What are the right questions to ask?*
- *What is Our Call To Action?*

What Can We Do?

- ① **Clusters** of jobs/industries.
- ① **Education** – Indiana is last with **19%** of adults with bachelor's degrees.
- ① **Regional Approach**
- ① **Turn Brain Drain** into **Brain Gain**
- ① Silo mentality has to end!
- ① Realize the past is behind us and get on with the **future**.

Adversarial vs. Cooperative Approach to Doing Things

Old Adversarial Way

- Win/Lose
- Lack of Trust
- Positional Bargaining
- Hiding of Information
- Use of Bluffing
- Assume Conflict
- Focus on Personalities and Issues
- Short Run Approach
- Deadlines
- Conflict may continue after settlement

Newer Cooperative Way

- Win/Win
- Much Trust
- Focus on Interests
- Information Sharing
- No Bluffing
- Assume Cooperation
- Focus on Problems
- Long-term relationship is important
- Less emphasis on deadlines
- Cooperation usually continues after settlement

The background features a stylized globe on the left side, with a grid of latitude and longitude lines. The globe is partially obscured by a dark vertical bar on the far left. The rest of the background is a light green color with a subtle grid pattern. A white rectangular box with a dark border is centered on the page, containing the main text.

**How can we make
the Midwest
global?**

Annual Conference on Global Midwest

The **Global Midwest Initiative** hosts the annual Globalization and the Midwest conference, a one-day event that brings together academics, practitioners, business leaders, government officials, policymakers, and the media from across the Midwest who have, until now, been dealing with global Midwest topics in relative isolation. The conferences are designed to stimulate discussion, convene thought leaders, and develop recommendations for how to best position the region in the era of globalization.

The background features a stylized globe on the left side, with a grid pattern of white lines on a light green background. The text is centered on a white rectangular area.

What is
OUR CALL TO
ACTION?

Regional Strategies

- Improve education and workforce development to enhance 21st century talent and skills.
- Improve livable communities through better infrastructure, transportation systems and cultural activities (*The Creative Class* by Richard Florida).
- Establish a regional, cooperative mindset with regional leaders and regional stewardship.
- Embrace diversity in all its various aspects to build human capital and cultivate our community.
- Generate a prosperous economy through collaborative efforts and entrepreneurial innovation.
- Ensure a sustainable environment.
- Everybody needs to be included in our regional approach, all of you plus Michigan City and LaPorte.

Examples of Regional Approach

- **LaPorte County Economic Development Alliance**
 - Membership includes Mayors from MC & LP, both EDC directors, LP County ED Coordinator, other appointed reps.
 - Dworkin, education representative
 - It will include efforts such as marketing, attracting new businesses, help existing businesses with their needs and other options.
- **Northwest Indiana Quality of Life Council**
 - The Quality of Life Council seeks to inspire regional leaders to take actions that improve the economy, the environment, and society for the benefit of current and future generations in Lake, Porter, and LaPorte counties of Indiana.
 - Indicators Report on life in Northwest Indiana (<http://www.nwiqlc.org/wiki/2008-quality-of-life-indicators-report>)
- **Northwest Indiana Regional Planning Commission (NIRPC)**
 - Mayor Chrobak of LP is current chair of NIRPC.

Additional Resources - Books



Books:

- *Challenges for Rural America in the 21st Century* by Brown, Swanson & Barton
- *One Billion Customers: Lessons from the Front Lines of Doing Business in China* by McGregor
- *The World is Flat: A History of the Twenty-First Century* by Friedman
- *Hot, Flat & Crowded: Why We Need A Green Revolution – and How It Can Renew America* by Friedman
- *Survival of Rural America: Small Victories and Bitter Harvests* by Richard Wood
- *Challenges of Rural Communities in the 21st Century* by Brown, Swanson & Barton
- *21st Century Skills* by Trilling and Fadel
- *Hollowing Out the Middle: The Rural Brain Drain and What It Means to America* by Carr & Kefalas
- *Remaking the North American Food System* by Hinrichs & Lyson
- *Postville: USA: Surviving Diversity in Small Town America* by Grey, Devlin & Goldsmith
- *Crisis and Opportunity: Sustainability in American Agriculture* by Ikerd
- *Importing Poverty?: Immigration and the Changing Face of Rural America* by Martin
- *Sustainability and the Civil Commons: Rural Communities in the Age of Globalization* by Sumner

🌐 Websites

- 🌐 <http://www.globalmidwest.org/>
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- 🌐 <http://www.thechicagocouncil.org/>
- 🌐 <http://midwest.chicagofedblogs.org/>
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- 🌐 <http://rsj.e-contentmanagement.com/>
- 🌐 <http://www.gsonline.us/citizenship/philanthropy/publications-and-resources/advancing-academic-achievement-publications/educating-leaders-for-global-society.pdf>

Questions?

